COM305 Communication in the Global Information Age

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 10-25 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes

Course Description:
This course brings historical and theoretical perspectives to bear on the exploration of practices in the digital media environment. From interpersonal exchanges to organizational interactions to global culture, economy, and politics, the possibilities and practices associated with how digital media are influencing the world of communication will be explored. Finally, in this course students will examine the impact and implications digital media have on our contemporary communication approaches.

Course Overview:
This course explores how the new possibilities and practices associated with digital media influence the world of communication, from interpersonal exchanges to global cultural, economic, and political issues. You will begin with an exploration of historical and theoretical perspectives for the purpose of developing your sense of historical patterns and trends, as well as the “systematic, informed hunches” of theory. As you progress in the course, you will begin to identify how history and theory inform the particular practices in the digital media environment.

Additionally, the course will provide psychological, social, and cultural perspectives that deepen your historical and theoretical foundations through a sequence of progressively expanding spheres of experience: from the individual, to the relational, to larger communities and culture in general. You will learn about the ways digital media play a part in human psychological development in general and education in particular. You will also explore the social implications of digital media, as well as creativity and collaboration in the new media environment. You will further expand your spheres of consideration into the world of commerce and organizations and then to the global dynamics and implications of digital media practices. The course ends by reviewing the issues and practices through a lens that focuses on the future of digital media.

Course Learning Outcomes:

1. Synthesize theoretical perspectives and employ them to inform critical thinking and analysis about the implications of digital media.
2. Examine the historical development of computer-mediated communication.
3. Determine how digital media influence intercultural, organizational, and educational practices.
4. Analyze the social and interpersonal implications of computer-mediated communication.
5. Evaluate practical applications of computer-mediated communication, thereby enhancing proficiency with those applications.

**Participation & Attendance**

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

**Course Materials**

Textbook Information is located in the CSU-Global Booklist on the Student Portal.

**Course Schedule**

**Due Dates**
The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week’s content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.
- Live Classroom: Although participation is not required, a Live Classroom session is held during Week 4.

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<thead>
<tr>
<th>Week #</th>
<th>Readings</th>
<th>Assignments</th>
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| 1      | • Chapter 1 in *Personal Connections in the Digital Age*  
• Opening Exercise (0 points)  
• Mastery Exercise (10 points) |
<table>
<thead>
<tr>
<th>Chapter</th>
<th>References</th>
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| 2       | - Chapter 2 in *Personal Connections in the Digital Age*  
<p>| 4       | - Chapters 3, 4, 5, &amp; 6 in <em>Personal Connections in the Digital Age</em> |</p>
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<tr>
<th>Page</th>
<th>References</th>
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<tr>
<td></td>
<td>Over half of employers use social media for internal communications, survey reveals. (2013). HR Focus, 90(7), 16.</td>
</tr>
<tr>
<td></td>
<td>Conclusion: The myth of cyberspace in Personal Connections in the Digital Age</td>
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**Assignment Details**

This course includes the following assignments/projects:

**Module 1**

**Portfolio Project Reminder**

This course requires a final Portfolio Project, due in Week 8. This week, review the two options you have for the Portfolio Project, available in the Week 8 Materials folder. Also, be sure to review the Portfolio grading rubric in this same folder that will be used for both Portfolio options.
Start thinking about which Portfolio option you will complete. Choose the one best suited to your interests and career goals. If you wish, reach out to your instructor for guidance.

Module 2

Critical Thinking Assignment (125 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Know Your Meme! Exploring and Evaluating Media and Media Theories

New media, digital communication, and the internet have changed how we consume information. In fact, we don’t just consume media but instead reshape and deliver information/media to other audiences, who then may remix it again.

A perfect example of this is internet memes. Sometimes referred to as an internet fad or phenomenon, an internet meme is most often an activity, concept, and catchphrase that is often delivered in a piece of media. It then gains popularity and quickly spreads online. The sharing and remixing of internet memes often take place through social networking sites and blogs that post, remix, and repost the popular memes, thereby reinforcing their popularity. Still not sure you understand memes? Think of Gangnam Style, the success kid, or one of the many lolcats memes. You’ve been encountering memes and may not have even realized it!

For this assignment, you will complete the following:

Part 1:
Visit www.knowyourmeme.com, and analyze the various memes on the site. Why do you think these memes gather audience attention and participation? What features do they all share? How does each meme invite participation beyond viewing the image or video clip? Select 3-4 media/communication theories we’ve explored so far and discuss how memes relate to and/or contradict those theories.

Part 2:
Create your own idea for an internet meme that you think would be widely emulated and shared online. Discuss what features from Part 1 you would include and how you would encourage audiences to extend your meme by copying its idea. If you have video or photo editing software, enact your idea by creating the meme and posting it online. Include the link in your assignment submission. Select 3-4 media/communication theories we’ve explored so far and discuss how your meme and the act of creating your meme relate to and/or contradict those theories.

Requirements:
- Include research from at least 3 scholarly sources. In addition, you may use the course required readings.
- Write a 4-5 page paper, not counting the required title and reference pages.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Option #2: Spotlight on Digital Issues: The Photo Essay

A photo essay is an arrangement of images used to tell a story to an audience or express a real-life event. Often, the images provide an emotionally charged narrative that captures details that the written word cannot. These photographs are arranged in a specific order to tell this story, usually chronologically.

For this assignment, you will produce a photo essay that makes an argument regarding the topic/issue you selected for the Final Portfolio Project.

Once you have chosen your topic, you must develop a photo essay containing the following elements:
Critical Thinking Assignment (125 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Exploring Environments: Forming Online Identity, Relationships, and Communities

Think of the most popular Web-based media you use on a weekly basis. Facebook? Pandora? Twitter? Pinterest? Identify as many as you can!

For this assignment you will do the following:

1. Create a list of the environments in which you use these Web-based media services.
2. Discuss whether you only use them at your desk or other locations, such as a laptop, tablet, or smartphone, and when you access these sites.
3. Explore and discuss what else you are doing while using these media. How does this impact your involvement, focus, and overall experience interacting with the media, and possibly communicating with others?
4. Discuss how you perceive, approach, and develop your identity, relationships, and the community within these Web-based media environments.
5. Compare and contrast your perceptions and approaches to current research.

Requirements:

- Include research from at least 3 scholarly sources. In addition, you may use the course required readings.
- Write a 4-5 page paper, not counting the required title and reference pages.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Option #2: Rhetorical Analysis on Internet-based Identity Formation, or Relationship and Community Building
Rhetorical analysis is the study of how a text works—how it achieves (or does not achieve) its purpose(s) in light of its audience in the context in which it functions. In order to better understand how genre, purpose, and audience work in your writing and in texts in the broader public realm, it’s important to become a careful reader. Rhetorical analysis will help you practice rhetorically describing and analyzing a variety of texts.

What falls under the word “text”? Films, documentaries, pamphlets, novels, newspapers, journals, magazines, TV shows, commercials, advertisements, fliers, catalogues, scholarly articles essays, websites, etc.

For this assignment, you will identify a topic related to how individuals form online identities, or build online relationships or communities, make a claim about it (your thesis), and then support this claim with reasons and evidence based on your critical interpretation and scholarly research.

Requirements:

- Include research from at least 3 scholarly sources. In addition, you may use the course required readings.
- Write a 4-5 page paper, not counting the required title and reference pages.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Module 6

CRITICAL THINKING ASSIGNMENT (120 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Digital Media and Global Social Issues: Developing Option 1 of Your Portfolio Project

If you selected Option 1 of the Final Portfolio Project, then you will want to select this Critical Thinking Assignment to help you build your discussion and analysis.

In your assignment, you must do the following:

1. Assess and discuss how digital media play an influential part in the issue/problem you selected within each country you’ve selected for the Final Portfolio Project.
2. Develop your 2-3 solutions for the issue/problem for each country and anticipate counter arguments to your solutions with rebuttals or concessions.

Requirements:

- Include research from at least 3 scholarly sources. In addition, you may use the course required readings.
- Write a 3-4 page paper, not counting the required title and reference pages.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Option #2: iReport on the Digital Divide: Developing Option 2 of Your Portfolio Project

If you selected Option 2 of the Final Portfolio Project, then you will want to select this Critical Thinking Assignment to help you build your video and final reflection.

In your assignment, you must do the following:

1. If you didn’t complete the Module 2, Option 2 Critical Thinking Assignment, then begin scripting a story using Prezi (with at least 8 “slides” or spots that consist of still images, captions, data, and possibly your own video recordings). If you did complete this option already for the Module 2 Critical Thinking Assignment, then discuss how you plan to revise based on instructor feedback.
2. You must also begin composing the critical analysis reflection of the topic you selected, the sources you chose to use, the images you chose to use, and how you plan to revise your partial draft video for possible submission to CNN’s iReport.

Requirements:

- Include research from at least 3 scholarly sources. In addition, you may use the course required readings.
- Write a 3-4 page paper, not counting the required title and reference pages.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Module 8

FINAL PORTFOLIO PROJECT (350 points)

Choose one of the following two project options to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Digital Media and Global Social Issues

From health to business, from science to inclusion: the eight categories below reflect the most crucial social issues of everyday life around the globe.

For this project, choose from one of the categories of international issues below and identify a topic or problem in which digital media play a significantly influential part in addressing that topic or problem.

- e-Government & Open Data
- e-Health & Environment
- e-Learning & Science
- e-Entertainment & Games
- e-Culture & Tourism
- e-Media & Journalism
- e-Business & Commerce
- e-Inclusion & Empowerment

Guidelines:

1. Select an issue/problem related to one of the topics above.
2. Conduct research on two or more countries where this issue exists.
3. Assess and discuss how digital media play an influential part in the issue/problem for each country.
4. Propose 2-3 solutions for the issue/problem for each country and anticipate counter arguments to your solutions with rebuttals or concessions.
5. Consider using the second option for the Module 2 Critical Thinking Assignment to outline your project and account for instructor feedback in the final draft.
6. You must account for instructor feedback from the Module 6 Critical Thinking Assignment.
7. Remember to call your reader to action—what next steps need to be taken?

Requirements:

- Include research from at least 8-10 scholarly sources. In addition, you may use the course required readings.
- Your paper should be 10-12 pages in length not counting the title and reference pages, which you must include.
- Your presentation or paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.
Option #2: iReport on the Digital Divide

For the past few years, the news organization CNN has encouraged the average citizen to record newsworthy events and upload them to the CNN Web page as an “iReport.”

For this project, you will compose your own CNN iReport on the issue of the digital divide. You must decide whether you want to frame your iReport from a local, national, or global perspective. (While you are not required to actually gain CNN’s acceptance of your video, think about what kind of report will best attract notice from an editor.)

iReport Guidelines:

1. View other iReports.
2. Conduct research on your topic.
3. Script a story using Prezi (with at least 15 “slides” or spots that consist of still images, captions, data, and possibly your own video recordings) or you may use the second option for the Module 2 Critical Thinking Assignment. Account for instructor feedback by submitting a revision with this assignment.
4. Make it significant.
5. Make it emotional.
6. Use basic narration (no jargon or complex language).
7. Review and revise your script.
8. Create a partial draft of the video recording (consider uploading to YouTube or another video sharing website).
9. You must account for instructor feedback from the Module 6 Critical Thinking Assignment.

Requirements:

- Include research from at least 8-10 scholarly sources. In addition, you may use the course required readings. Cite all internet images used.
- Your paper should be 4-5 pages in length not counting the title and reference pages, which you must include. You must compose a critical analysis reflection of the topic you selected, the sources you chose to use, the images you chose to use, and how you plan to revise your script and partial draft video for possible submission to CNN's iReport. Be sure to account for instructor feedback from the Module 6 Critical Thinking Assignment.
- Remember to include the URL to the Prezi script (or revised Module 2 Critical Thinking Assignment) and your partial draft of the video recording on YouTube.
- Your presentation or paper must be formatted according to the CSU-Global Guide to Writing and APA Requirements. You can find additional helpful guides on making presentations in the CSU-Global Library.

Sample Course Policies

Course Grading

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
<th>Grading Scale and Policies</th>
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<tbody>
<tr>
<td>20%</td>
<td>Discussion Participation</td>
<td>A: 95.0 – 100</td>
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<tr>
<td>0%</td>
<td>Opening Exercises</td>
<td>A-: 90.0 – 94.9</td>
</tr>
<tr>
<td>0%</td>
<td>Live Classroom</td>
<td>B+: 86.7 – 89.9</td>
</tr>
<tr>
<td>8%</td>
<td>Mastery Exercises</td>
<td>B: 83.3 – 86.6</td>
</tr>
<tr>
<td>37%</td>
<td>Critical Thinking Assignments</td>
<td>B-: 80.0 – 83.2</td>
</tr>
<tr>
<td>35%</td>
<td>Final Portfolio Paper</td>
<td>C+: 75.0 – 79.9</td>
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In-Classroom Policies
For information on late work and incomplete grade policies, please refer to our In-Classroom Student Policies and Guidelines or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing / repurposing your own work (see CSU-Global Guide to Writing and APA Requirements for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style
All students are expected to follow the CSU-Global Guide to Writing and APA Requirements when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

Disability Services Statement
CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.